

# De Soto Area Tourism Commission

## Meeting Minutes

7:00 PM Monday April 15, 2024

Present: Kari Beeman, Janice Vanevenhoven. Mitchell Schiffer, Gary Mulford, Justin McCumber, Jenn Swiggum.

Absent: Pamela Cotant, Joshua Petzel, Ryan Beeman, Carrie Brudos, Cindy Eisenman.

=> Preparation for the Wheatland Room Tax Info Meeting (4/23) was reported by Janice as being substantially complete. An effort will be made to complete the Lodging Roster and the combined Tax Return Form in time for the meeting.

=> The Tourism Logo is in final form and will be shared at the next meeting for adoption. The Tourism Tag Line, once its decided upon, will be incorporated into the Logo. No status was available on the Tag Line proposals so discussion was tabled until the next meeting.

=> The Tourism pamphlet prepared by Jenn for distribution during Rummage Along the River, was presented and reviewed. It was agreed that it is well done and looks excellent. The pamphlet will be finalized by the addition of a list of Overnight Lodging options.

=> No status was available on the De Soto Area Tourism Facebook Page. Discussion was tabled until the next meeting.

=> A 12 Month De Soto Area Events Calendar proposal will be created by Janice and Jenn for review at the next meeting. A guideline for items in the calendar are: the events are likely to be of general interest and within a 30 minute driving time radius of De Soto.

=> It was agreed that, due to the significant increase in the number of lodging units resulting from the De Soto/Wheatland merger, the Revenue/Expenditures outlook and consequent Room Tax Rate, should be revisited. Gary will prepare the materials.

=> De Soto Area Tourism feature articles in the Kwik Trip "On Wisconsin Outdoors" newspaper and the Waukon "Standard" newspaper will be investigated by Gary.

=> Justin will investigate a vendor for creation of the De Soto Area Tourism website.

**The next meeting is May 20 at 7 PM.** A Motion was made by Janice Vanevenhoven, seconded by Jenn Swiggum to adjourn the meeting. Motion carried.